



Bringing

us all

together



Our Humanifesto

We believe shared experiences that evoke an emotional response and are anchored in conversation create genuine connections that drive profitable relationships. We build shared experiences so you can make those genuine connections.



What is Club Ichi?

Club Ichi is the only private membership club for B2B event professionals, with more than 11,000 members and growing by 5% each week!

Club Ichi is loved because we offer facilitated high-quality interactions and the most fun networking opportunities in the industry, fostering a strong sense of belonging and professional growth. Members rave about their consistent access to members-only events, real-time industry insights, and focused engagement that goes beyond typical association events.

Club Ichi is proud to partner with our event industry colleague, IMEX, to supplement formal professional development opportunities with more informal, peer-led education and hands-on experiences.



OUR STORY

Founded in 2023, Club Ichi grew from ZERO to more than 3,000 members in one year. With the recent merger of Event Minds Matter, our membership nearly doubled with highly engaged event professionals.

Club Ichi is known for bringing B2B event marketers together in intimate settings around the world for strategic conversations that drive pipeline and revenue for their events.

With a flair for the quirky, fun, and unexpected, Liz Lathan and Nicole Osibodu lead Club Ichi with an intentional presence that inspires members to make deeper connections and pushes their imagination and creativity to think about events in new ways.

We boldly *shake up* the industry.

We *innovate* in real-time.

We help B2B event marketers grow their *careers*.

Club Ichi is where event marketers *choose* to spend their time!

Audience Demographics

ENGAGEMENT STATISTICS



35k+





8k+

LinkedIn Impressions - 27k+/week

- 200+ actively engaged attendees at monthly online gatherings (no one-way webinars)
- Slack channel with 1000+ active members
- Email newsletter to 8k+ subscribers with 50% open rate!

Top performing posts

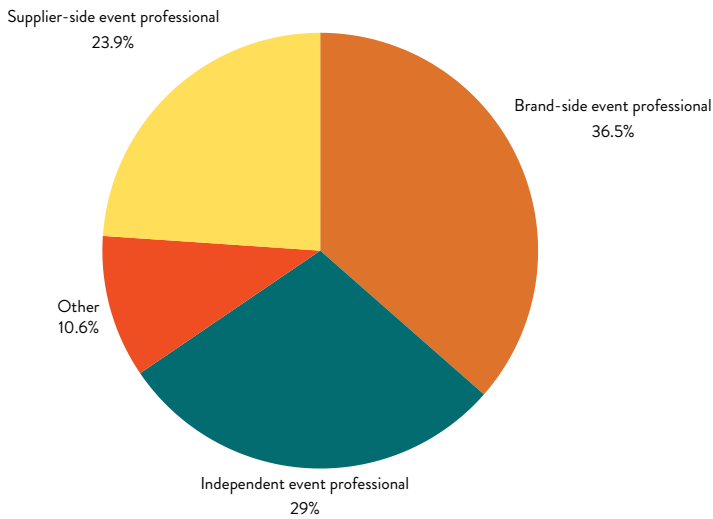
Based on impressions gained in the past 365 days

<p>Liz Lathan, CMP posted this • 4mo</p>  <p>This picture makes me want to leave this room.</p> <p>Why do we keep giving the best seat in the house to an EMF ...show more</p> <p>👍👍👍 932</p> <p>153 comments</p>	<p>▲ 115,230 Impressions</p>
<p>Liz Lathan, CMP posted this • 5mo</p>  <p>What if...</p> <p>You made the coffee break 45 minutes and created conversa ...show more</p> <p>👍👍👍 1,679</p> <p>207 comments</p>	<p>▲ 94,237 Impressions</p>
<p>Liz Lathan, CMP posted this • 11mo</p>  <p>Yesterday a friend sent me this picture and told me he was witnessing something that he thought I would just love to hate.</p> <p>...show more</p> <p>👍👍👍 463</p> <p>109 comments</p>	<p>▲ 79,595 Impressions</p>

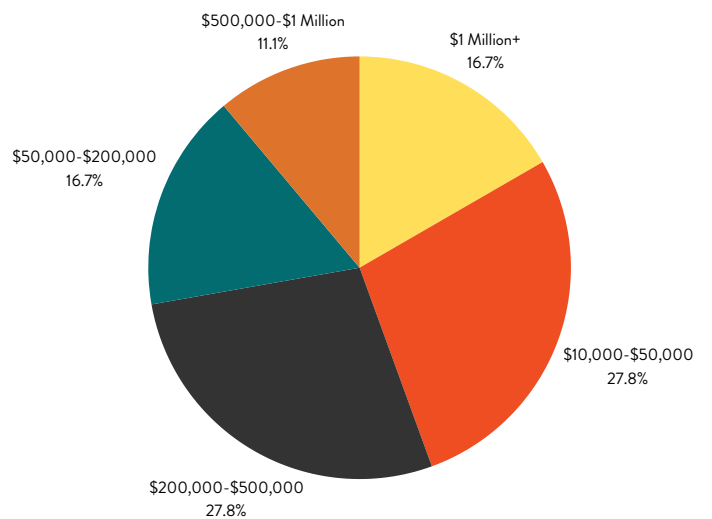
65% growth
planned in 2025!

Member Demographics

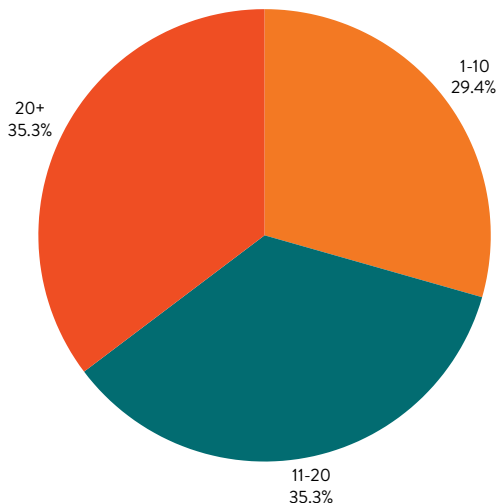
How do you categorize your role?



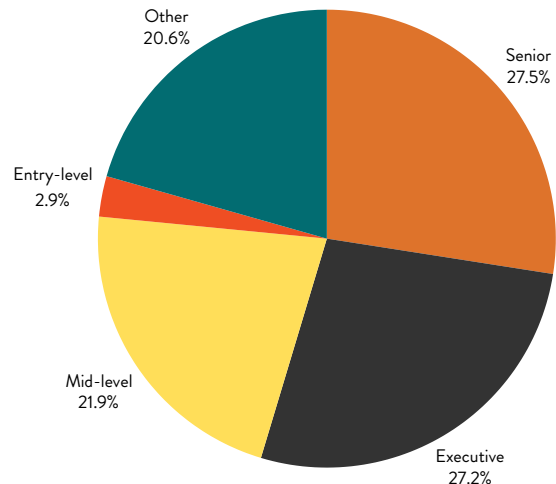
What is your annual event budget?



How many events do you plan annually?



Where are you in your career journey?



So Many Club Ichi Friends

JUST A FEW OF OUR 5,700+ MEMBERS!



Our Members Say Such Nice Things!



Rich Rodrigues 8:58 AM

Quick reminder that Club Ichi is dope 🍷

One quick question in here got a lot of traction and a ton of great insights so thank you! And all before 10am EST, you people are astounding lol



Katie Sacco, CMP, CMM May 20th at 9:30 PM

The Club Ichi community contains all of the great minds of the industry in one place. It's a true congenial and genuine community dedicated to sharing resources, advice and connection without competition. All are welcome and information is exchanged readily and with the sole intention to help other folks thrive. ❤️



Alla Skvortsova (A Star Events) May 20th at 5:36 PM

The most pro-active and resourceful community out there! Absolutely love how everyone is supporting each other, Liz and the team are truly an inspiration. Thank you for being real pros, a constant cheerleader and innovator in the industry!



Sasha Knipe May 20th at 11:36 AM

I love being connected to this community for soooo many reasons—the industry info that is constantly changing, the specializations different people have in this group and most importantly a place where we ask questions to and can exchange ideas.



Erica Moon May 23rd at 11:32 AM

I'm a CMO, so not technically in the event prof space, but I get a ton of value out of participating in the Club Ichi community because it constantly gives me great ideas for making my own events more engaging and way less boring. Plus, I'm at a scrappy startup and sometimes have to perform the role of event prof myself, so the logistical resources around venue selection etc. have been useful. Last but not least, this community is super cool to hang out with! I will pretty much attend any event Liz & Nicole put together and know I'm going to both have a good time and learn something.



Christen Cromer 1:52 AM

Hi! I'm currently working through the second hour of your course on Udemy, Modern Marketing for Event Professionals, and UHM THE WAY THAT EVERY SINGLE SECOND HAS BEEN AMAZING??! I wish I took this course last year as I would have been sooo much more successful at bridging the gap between the Marketing, Development and Special Events & Catering teams that I was balancing at a past organization. Wow! Thank y'all!



Let's Grow Together!

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